

Analisis Perbandingan Pengaruh User-Generated Review dengan Influencer-Generated Review terhadap Purchase Intention = Comparison Analysis of The Effect of User-Generated Review and Influencer-Generated Review on Purchase Intention

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Abstrak

Seiring dengan meningkatnya penggunaan perangkat seluler, media sosial, dan online review yang semakin penting dalam penyebaran WOM, serta berperan penting dalam pengambilan keputusan konsumen dan consumer journey. Perusahaan dapat memanfaatkan online review berupa User-Generated Review (UGR) dan Influencer-Generated Review untuk meningkatkan strategi pemasaran. Penelitian ini bertujuan untuk mengetahui online review manakah yang lebih efektif antara user-generated review dan influencer-generated review. Penelitian ini memprediksi adanya perbedaan antara kedua online review tersebut dalam mempengaruhi consumer purchase intention. Hasil penelitian ini menemukan influencer-generated review lebih efektif dalam mempengaruhi purchase intention. Penelitian ini juga menemukan bahwa konsumen membuat kesimpulan penting saat melihat online review yang diposting pada media sosial instagram.

.....As the use of mobile devices increases, social media and online reviews are increasingly important in the spread of WOM and play an important role in consumer decisions and the consumer journey. Companies can take advantage of online reviews in the form of User-Generated Reviews (UGR) and Influencer-Generated Reviews (IGR) to improve marketing strategies. This study aims to determine which online review is more effective between user-generated reviews and influencer-generated reviews. This study predicts differences between the two online reviews influencing consumer purchase intentions. This study found that influencer-generated reviews were more effective in influencing purchase intentions. This study also found that consumers make important inferences when viewing online reviews posted on Instagram.